

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 AGR-10 /028 W

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R 041345Z DEC 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 9475

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY TEHRAN

UNCLAS JIDDA 7140

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJECT: NEW MEXICO STATE IOGA MISSION

REF STATE 257235

BEGIN SUMMARY: COMPOSITION OF PROPOSED MISSION OFFERS

MIXED PROSPECTS. TIMING NOT THE BEST BUT TOLERABLE.

END SUMMARY

1. DUE TO BOOMING CONSTRUCTION INDUSTRY AND TO EXTREME
AND INCREASING HOUSING SHORTAGE, MOBILE HOMES, PREFAB
HOUSING UNITS, PREFAB CONCRETE FORMS, AND MOBILE WELD-
ING UNITS OFFER VERY GOOD MARKET PROSPECTS IN SAUDI
ARABIA. AIR-CONDITIONERS FOR BUSES OFFER DOUBTFUL
PROSPECTS AS THERE IS LITTLE BODY ASSEMBLY ACTIVITY
HERE AND BUSES ARE NOT POPULAR MODE OF TRANSPORT IN
ANY EVENT. OIL FIELD CHEMICALS OF LITTLE PROSPECT
UNLESS THEY INVOLVE NEW PROCESSES AS ARAMCO HAS HIGHLY
SOPHISTICATED PROCUREMENT ORGANIZATION ALREADY.
SECURITY DEVICES NOT POPULAR HERE DUE TO VERY LOW

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THEFT RATE, BUT MIGHT POSSIBLY FIND SOME ACCEPTANCE.

OFF-THE-ROAD TRAILERS MIGHT HAVE SOME POTENTIAL ES-

PECIALLY WITH LOCAL CONSTRUCTION FIRMS. DIFFICULT TO COMMENT ON GENERAL CATEGORY OF "AGRICULTURE PRODUCTS AND SHEEP." IF REFERENCE IS TO FOOD EXPORTS, THERE ARE GOOD POSSIBILITIES, DEPENDING ON SPECIFIC PRODUCTS; IF INTEREST IS IN JOINT-VENTURES FOR RANCHING, THERE ARE SOME POSSIBILITIES, BUT ECONOMIC FEASIBILITY UNCERTAIN. WE ARE TEMPTED TO ADVISE LAND DEVELOPER TO STAY HOME, BUT HE MIGHT WISH TO ESTABLISH CONTACTS AGAINST POSSIBILITY OF SAUDI INTEREST IN SUCH INVESTMENT SEVERAL YEARS FROM NOW.

2. FIRST 2 WEEKS OF SEPTEMBER WOULD RUN MISSION INTO RAMADAN (BEGINNING APPROXIMATELY SEPT 6; OTHERWISE NO SCHEDULE CONFLICTS ALTHOUGH MANY SAUDI BUSINESSMEN AND OFFICIALS MAY STILL BE OUT-OF-COUNTRY ON VACATION ESCAPING THE SUMMER HEAT. ABILITY OF POST TO PROVIDE FULL SUPPORT FOR MISSION DEPENDENT ON HOW MUCH GENERAL WORKLOAD MAY CONTINUE TO INCREASE AND ON ACTION ON REQUESTED COMMERCIAL STAFF INCREASE. IN PRINCIPLE WE WELCOME THIS MISSION AND EXPECT TO BE ABLE TO SUPPORT IT, BUT BOTH TIMING AND COMPOSITION A BIT BOTHERSOME.
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